

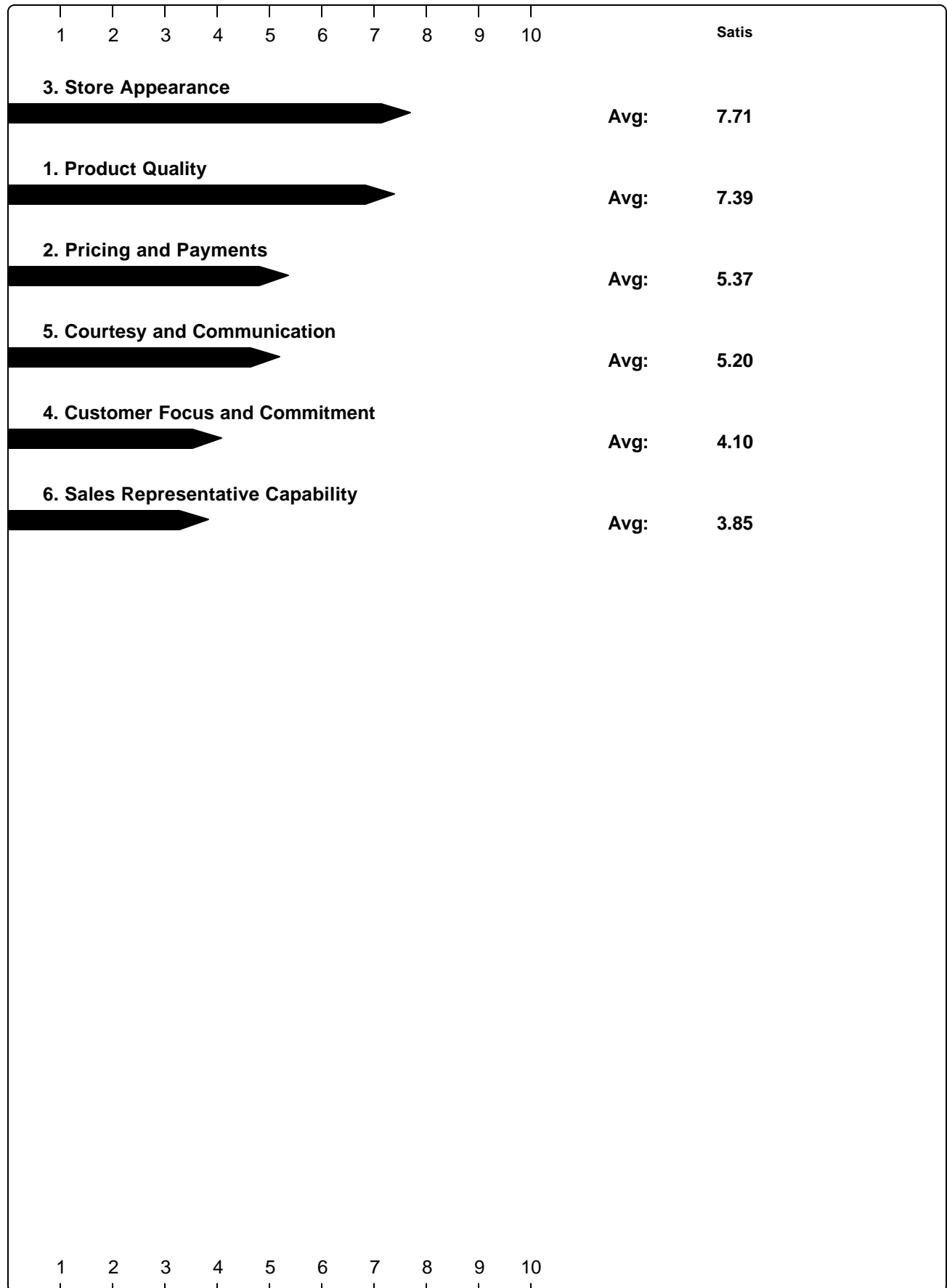
20/20 Insight  
Special Confidential Report  
for

**Cover to Cover Books**

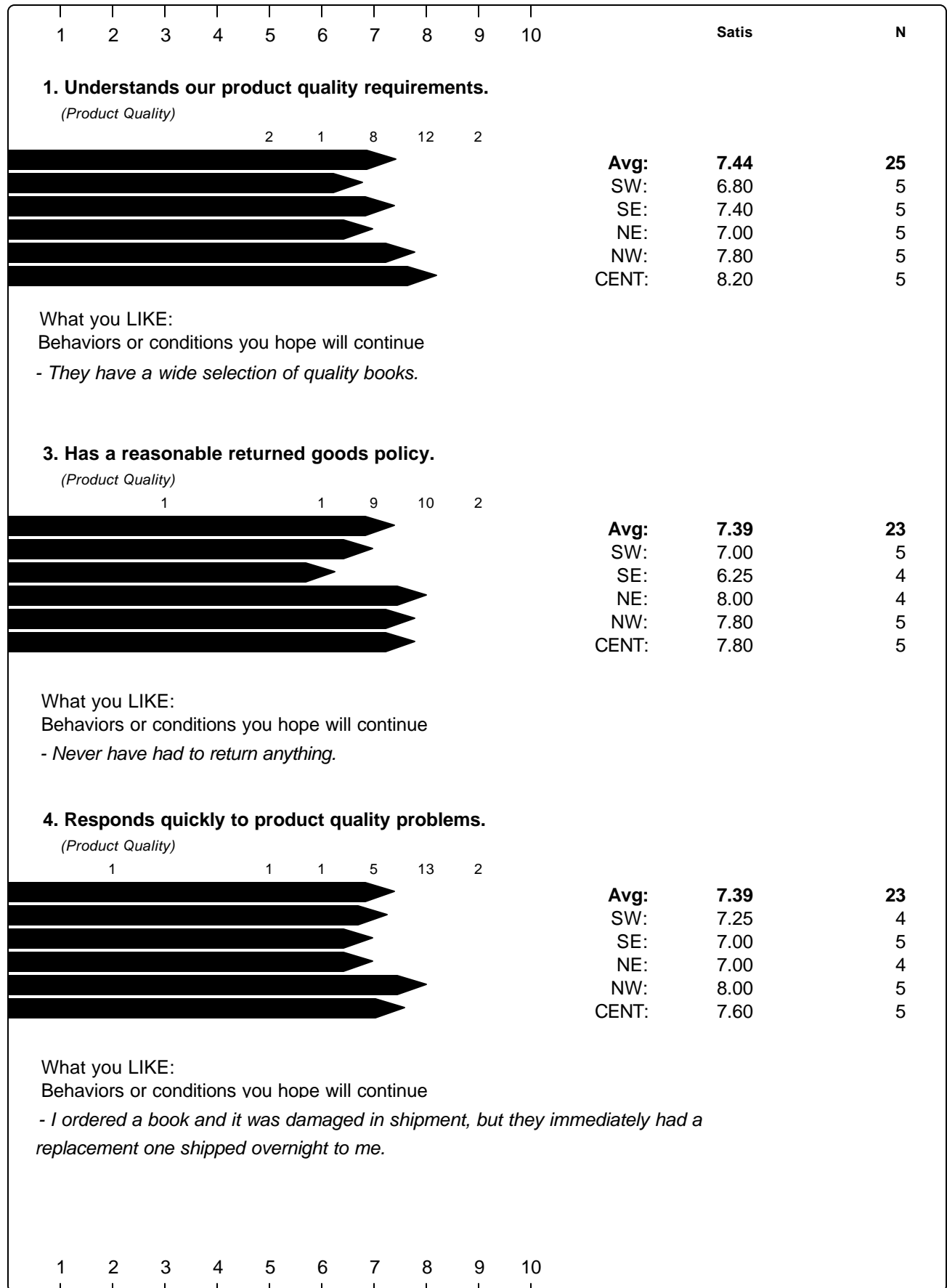
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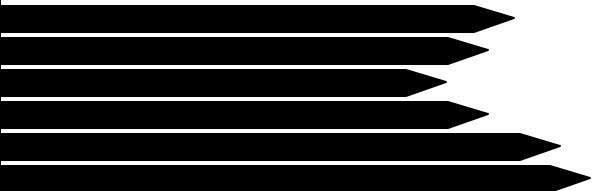
September 7, 2000

Prepared under license by:  
Elizabeth Martin







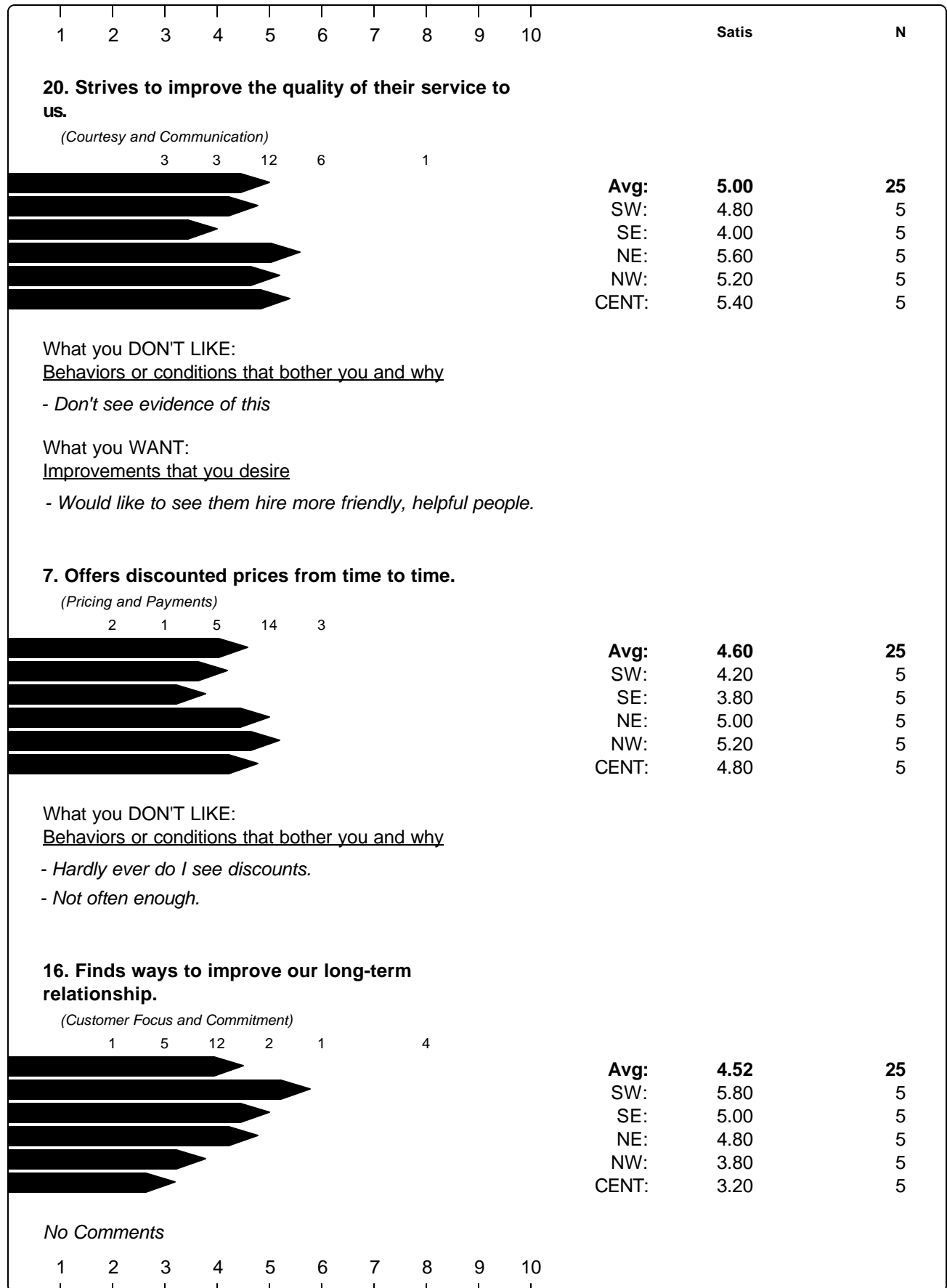
1	2	3	4	5	6	7	8	9	10	Satis	N	
<p><b>2. Meets our product quality expectations.</b>                      (Product Quality)</p>												
	2	1				9	8	4				
										<b>Avg:</b>	<b>7.33</b>	<b>24</b>
										SW:	6.80	5
										SE:	6.80	5
										NE:	7.50	4
										NW:	8.20	5
										CENT:	7.40	5
<p>What you LIKE:                      Behaviors or conditions you hope will continue</p> <p>- I have never had a problem with anything I have purchased there. Good quality</p> <p>- The book selection is very good.</p> <p>...</p> <p>- The books they offer are high quality, and I can usually find what I need without having to order it.</p>												
<p><b>12. Books are categorized and shelved in a way that is easy to find the titles I need.</b>                      (Store Appearance)</p>												
	2	1				7	12	3				
										<b>Avg:</b>	<b>7.16</b>	<b>25</b>
										SW:	6.80	5
										SE:	6.20	5
										NE:	6.80	5
										NW:	7.80	5
										CENT:	8.20	5
<p>What you LIKE:                      Behaviors or conditions you hope will continue</p> <p>- I have an easy time finding what I need. Things are clearly labeled and always in alphabetical order on the shelf.</p>												

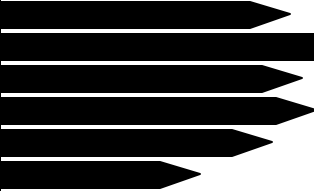
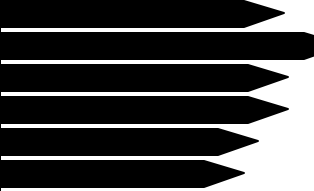
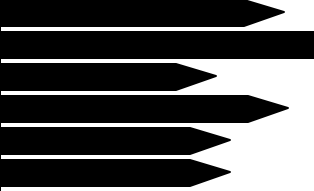
1	2	3	4	5	6	7	8	9	10	Satis	N	
<p><b>6. Has clear and understandable pricing policies.</b>                      (Pricing and Payments)</p>												
		1			6		15		3			
										<b>Avg:</b>	<b>5.88</b>	<b>25</b>
										SW:	5.40	5
										SE:	6.60	5
										NE:	5.80	5
										NW:	5.60	5
										CENT:	6.00	5
<p>What you DON'T LIKE:  <u>Behaviors or conditions that bother you and why</u>                      - I haven't heard anything about why they price things the way they do.</p>												
<p>What you WANT:  <u>Improvements that you desire</u>                      - More customer education available about store policies.</p>												
<p><b>8. Provides incentives for shopping at their stores.</b>                      (Pricing and Payments)</p>												
		1	6	4	10	1	2	1				
										<b>Avg:</b>	<b>5.56</b>	<b>25</b>
										SW:	6.00	5
										SE:	4.00	5
										NE:	6.40	5
										NW:	5.80	5
										CENT:	5.60	5
<p>What you DON'T LIKE:  <u>Behaviors or conditions that bother you and why</u>                      - I don't see many special offers or promotions.</p>												
<p>What you WANT:  <u>Improvements that you desire</u>                      - Maybe a special for regular customers, or to draw new ones in.</p>												

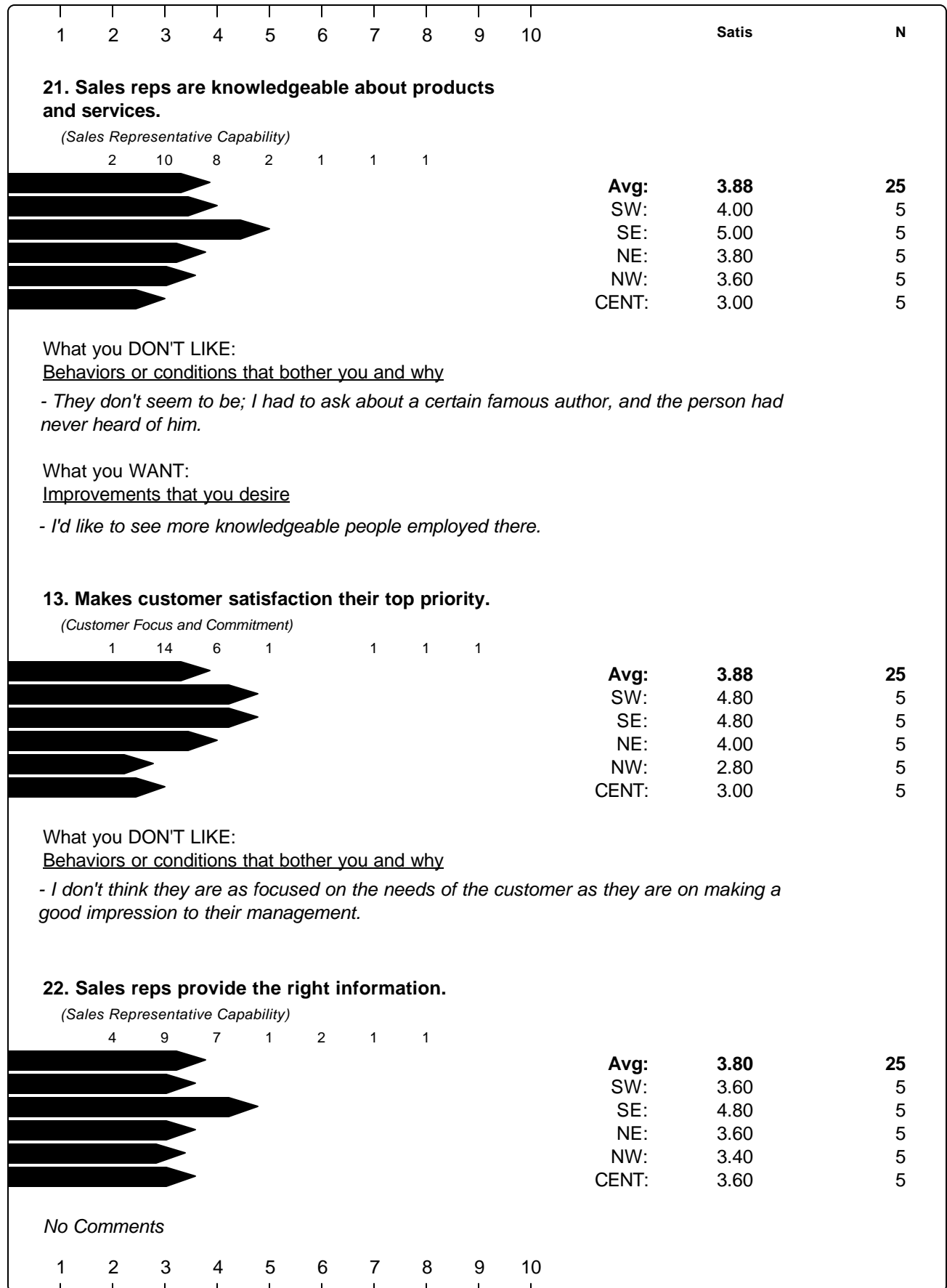
1	2	3	4	5	6	7	8	9	10	Satis	N	
<p><b>5. Charges a reasonable price.</b>                      (Pricing and Payments)</p>												
			1	15	7	1	1					
										<b>Avg:</b>	<b>5.44</b>	<b>25</b>
										SW:	6.00	5
										SE:	5.60	5
										NE:	5.60	5
										NW:	5.00	5
										CENT:	5.00	5
<p>What you DON'T LIKE:  <u>Behaviors or conditions that bother you and why</u></p> <ul style="list-style-type: none"> <li>- Prices could be a little lower.</li> <li>- Prices could be lower. Sometimes I feel they are overpriced.</li> <li>- Their prices are a little higher than if I go to a discount department store, but their selection is much better.</li> </ul>												
<p>What you WANT:  <u>Improvements that you desire</u></p> <ul style="list-style-type: none"> <li>- Offer more sales.</li> <li>- I'd like to see more discounts.</li> </ul>												
<p><b>17. Staff are always courteous when dealing with us.</b>                      (Courtesy and Communication)</p>												
			1	2	10	10	2					
										<b>Avg:</b>	<b>5.40</b>	<b>25</b>
										SW:	5.40	5
										SE:	5.60	5
										NE:	5.20	5
										NW:	5.20	5
										CENT:	5.60	5
<p>What you DON'T LIKE:  <u>Behaviors or conditions that bother you and why</u></p> <ul style="list-style-type: none"> <li>- Once I approach someone, they're courteous, but they don't go out of their way.</li> </ul>												
<p>What you WANT:  <u>Improvements that you desire</u></p> <ul style="list-style-type: none"> <li>- Employees who focus on the job, not their own personal business. I actually had an experience where an employee talked on the phone to a friend while ringing me up!</li> </ul>												
1	2	3	4	5	6	7	8	9	10			







1	2	3	4	5	6	7	8	9	10	Satis	N	
<b>18. Staff are pleasant to deal with.</b>												
<i>(Courtesy and Communication)</i>												
			4	11	9		1					
										<b>Avg:</b>	<b>5.32</b>	<b>25</b>
										SW:	5.20	5
										SE:	5.00	5
										NE:	6.00	5
										NW:	5.40	5
										CENT:	5.00	5
<i>No Comments</i>												
<b>19. Staff maintain a professional posture.</b>												
<i>(Courtesy and Communication)</i>												
	1	2	3	9	8	2						
										<b>Avg:</b>	<b>5.08</b>	<b>25</b>
										SW:	4.60	5
										SE:	5.20	5
										NE:	5.20	5
										NW:	5.20	5
										CENT:	5.20	5
<p>What you DON'T LIKE:</p> <p><u>Behaviors or conditions that bother you and why</u></p> <p>- I was in the store a couple weeks ago, and a salesperson took a phone call and even went looking for a book while I was waiting at the counter. I felt she should have put the person on hold, and waited on me first.</p> <p>- I think the employees should be more available to us.</p> <p>What you WANT:</p> <p><u>Improvements that you desire</u></p> <p>- Put people who come into the store as first priority before phone customers.</p>												



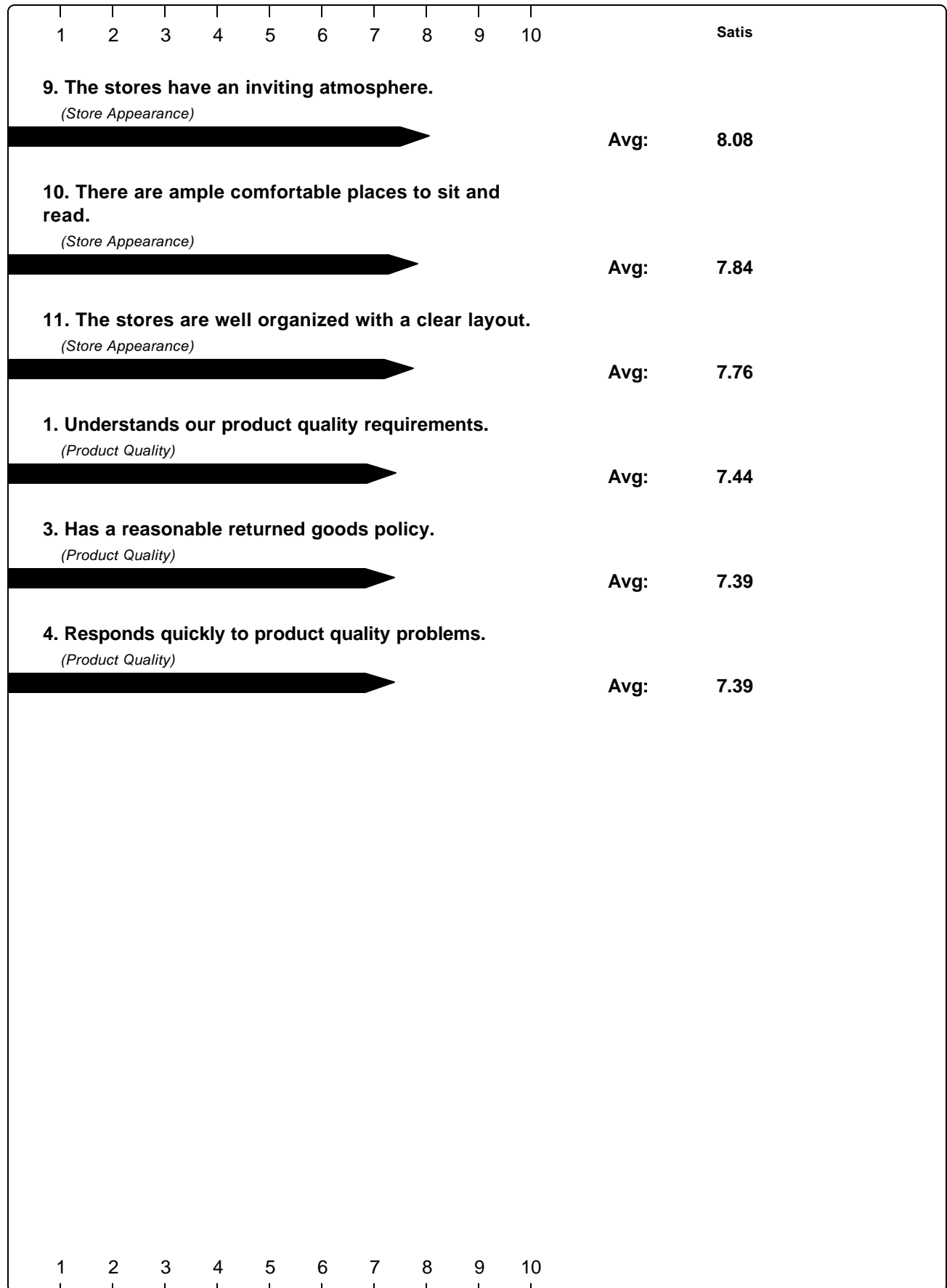


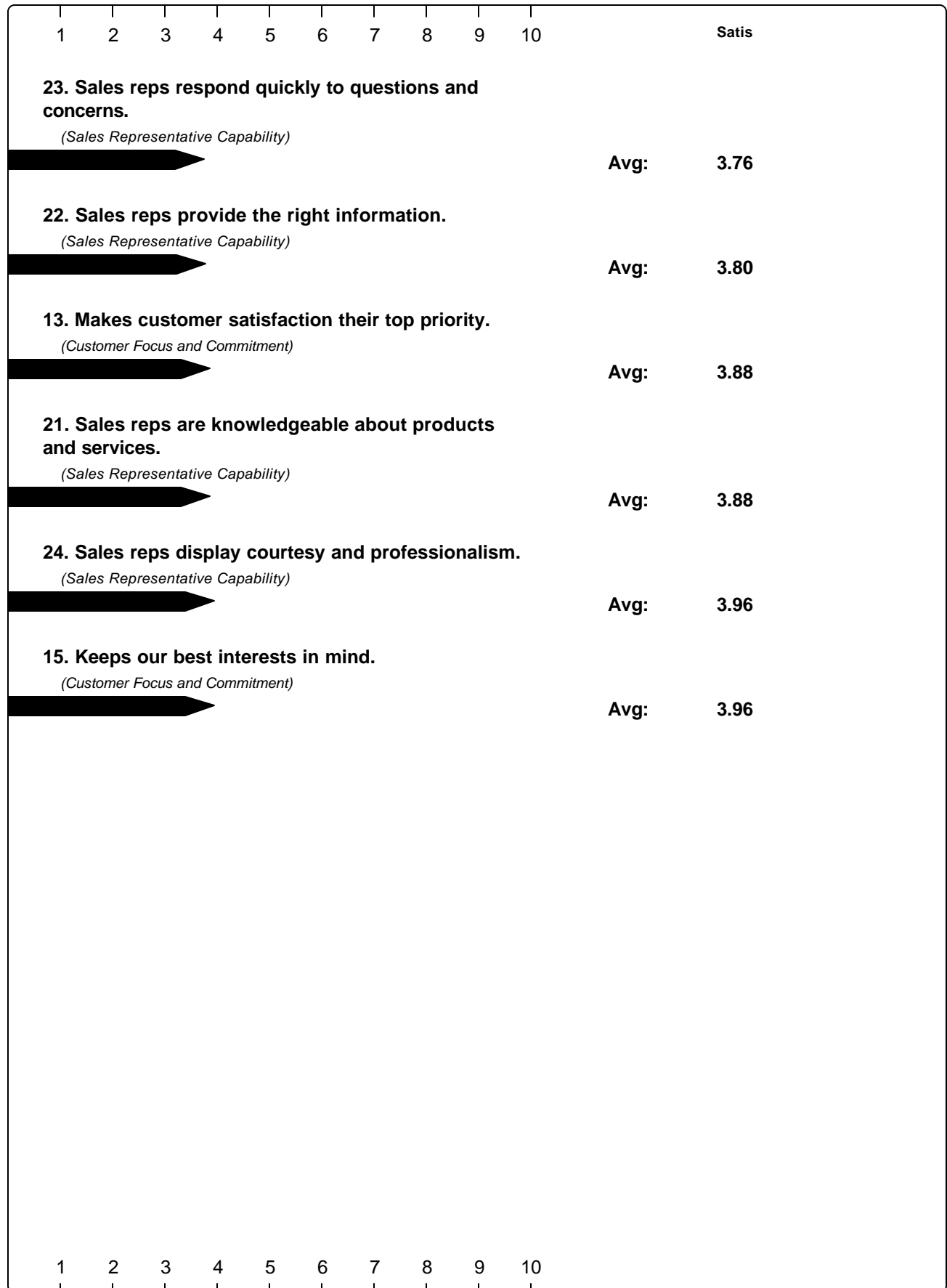
	1	2	3	4	5	6	7	8	9	10	Satis	N
<b>14. Goes out of their way to meet our needs.</b>												
<i>(Customer Focus and Commitment)</i>												
		3	4	13	1	2	2					
											<b>Avg: 4.04</b>	<b>25</b>
											SW: 5.00	5
											SE: 4.20	5
											NE: 4.40	5
											NW: 3.80	5
											CENT: 2.80	5
<i>No Comments</i>												
<b>24. Sales reps display courtesy and professionalism.</b>												
<i>(Sales Representative Capability)</i>												
		2	7	11	1	3	1					
											<b>Avg: 3.96</b>	<b>25</b>
											SW: 4.80	5
											SE: 4.00	5
											NE: 4.00	5
											NW: 3.60	5
											CENT: 3.40	5
<i>No Comments</i>												
<b>15. Keeps our best interests in mind.</b>												
<i>(Customer Focus and Commitment)</i>												
		3	11	5	2	1	1	1	1			
											<b>Avg: 3.96</b>	<b>25</b>
											SW: 6.40	5
											SE: 3.00	5
											NE: 4.00	5
											NW: 3.20	5
											CENT: 3.20	5
<p>What you DON'T LIKE:  <u>Behaviors or conditions that bother you and why</u>                      - I think they need to focus more on the customer's needs.</p> <p>What you WANT:  <u>Improvements that you desire</u>                      - I'd like to see more activities and events, like book signings or children's hour.</p>												



	1	2	3	4	5	6	7	8	9	10	Satis	N	
<b>23. Sales reps respond quickly to questions and concerns.</b>													
<i>(Sales Representative Capability)</i>													
	3	7	12		2	1							
											<b>Avg:</b>	<b>3.76</b>	<b>25</b>
											SW:	4.20	5
											SE:	4.20	5
											NE:	3.60	5
											NW:	3.60	5
											CENT:	3.20	5
<p>What you DON'T LIKE:  <u>Behaviors or conditions that bother you and why</u></p> <p>- <i>It takes me a while to track down someone to ask for help.</i></p> <p>What you WANT:  <u>Improvements that you desire</u></p> <p>- <i>Staff members stationed at certain spots, not wandering around the store.</i></p>													

1 2 3 4 5 6 7 8 9 10





**1. What do you like best about doing business with this company?**

- *I like the way the stores are laid out and the environment itself.*
- *The products. I think they should get into other things besides books, like journals, gift albums, scrapbooks, etc. I also like the way the stores are set up on the inside.*
- *I think they have a very good selection. Store has a nice appearance.*
- *I like the environment and the variety of books.*
- *The coffee shop inside and the places to read.*
- *I like the store appearance, and they also have a large inventory of merchandise.*

**2. How do you think the customer service could be improved?**

- *I think the employees should be mingling more throughout the store so they can interact with the customers.*
- *Staff should be more receptive and available to answer questions. If not, offer more resources for customers to get information.*
- *A little overpriced at times, offer specials and incentives.*
- *They need to be more attentive to the customer and knowledgeable about the books they sell.*
- *I couldn't find an employee to help me find something, and when I finally did, they had to go ask a supervisor about my request. I think they need more competent staff and more resources for customers to search for information (like a customer computer terminal).*
- *I think they need more attentive and knowledgeable staff.*